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September 9, 1989

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proposed

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6.5pc pay offer

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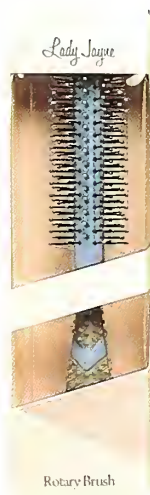
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CHEMIST & DRUGGIST

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COMMENT

With inflation standing at 8 per cent, average earnings rising at over 9 per cent per annum, and large public sector groups like the railwaymen settling for 8.8 per cent, it comes as no surprise that the Guild of Hospital Pharmacists should have rejected the Government's 6.5 per cent pay offer.

For hospital pharmacists, the paucity of the offer from a Government that in the past year or so has done so much to recognise the importance of their work, and therefore the justness of their cause, must be galling.

The health circular "The way forward for the hospital pharmaceutical services" recognised once and for all the important contribution to cost-efficient health care made by clinical pharmacists, long the subject of Departmental inquiries into their relevance.

Then came the final agreement of the new grading structure. At long last, hospital specialists in drug information, manufacturing, radiopharmacy and clinical pharmacy will be properly remunerated for achieving excellence in their subject, without having to assume a more general management role to get financial respectability.

A comparison of current job advertisements for hospital pharmacy posts and those published twelve months ago shows just how successful the regrading exercise has been in uplifting the salaries of those who have remained within the service while so many others have jumped ship for the greener pastures of retail. But only time will tell if the whole regrading exercise solves the still major problem of recruitment and retention of staff in the managed service.

But the position now, in 1989, has to be maintained. Hospital salaries have not forged ahead, they have recouped ground lost in years of erosion. It would be a disaster if the lessons of the post-Noel Hall years are not learnt. Then hospital pharmacists saw their salaries raised to a realistic level, on the reorganisation of the service, only to be eaten away by the rampant inflation of the mid-70s coupled with successive pay awards that did not keep pace.

Unions are now talking about a going rate of 10 per cent in forthcoming pay negotiations. The 6.5 per cent offered to hospital pharmacists is patently insufficient, and the management side should accede to staff side's request and get round the negotiating table with a better offer now.

Baumber attacks proposals for 67 man FPC/DHA council

Proposals for a new structure body to replace the Society of Family Practitioner Committees and the National Association of Health Authorities have been attacked by Noel Baumber, the pharmacist co-opted onto the council of the SFPC.

Mr Baumber says his fundamental disagreement with the proposals, which were leaked last week to the *Daily Telegraph*, is the suggested adoption of a new council (as yet unnamed) of 67 representatives. The council, he says, is envisaged as an "umbrella" policy board dominating an Executive Committee which will oversee Special Representative Groups; namely the fields of interest currently occupied by the SFPC and NAHA, with a new committee for the self-governing hospital trusts. "Such is the dilution on detailed discussion that community pharmacy has its say through one small voice on a third tier committee, the unpretentiously named FPC Group," Mr Baumber says.

Support for a new body, combining the old NAHA and SFPCs is widespread, and follows the Government's White Paper, which halted in its tracks discussions on a parting of the ways for the two — NAHA is the parent body for SFPC — who had been at loggerheads over some policies for some while.

And, says Mr Baumber, both DHAs, as procurers of secondary health care and FPCs, as producers of primary health care, see problems ahead for the democratic representation of their views outside the strict line management structure of the streamlined service.

Mr Baumber says the authors of the new proposal have only reconciled the geographical representation angle of the new organisation — envisaged to encompass Scotland, Northern Ireland and the Channel Islands, areas previously unrepresented — without addressing the practicalities of a newly aligned organisation.

His counter proposal is for a smaller (16-18 member) Health Care Executive with an enthusiastic and responsive

membership directly representative of the councils of the interested groups. This would function in parallel and interact with the NHS Management Executive and would also respond to the Secretary of State's policy board. Support would come from a Council for Primary Health Care and a Council for Secondary Health Care, with FPCs forming the basis for the former and DHAs the latter, but with overlapping interests recognised by cross-representation.

Mr Baumber says his purpose in raising the issue is wider debate. Without the leak to the *Daily Telegraph*, he thinks delegates to the SFPC conference in Southport in October would have been asked to ratify progress in a direction about which there has been little debate. He wants any pharmacists who are to attend

FPC meetings before the conference to get the matter debated.

"Whatever structure is decided for the new body it is going to be have to be sold to its members because they are going to have to pay out around £1,500 a year to get in. FPC members in the future are going to want a body they can contribute to."

Mr Baumber says the size of the proposed council would preclude regular meetings, would have a colossal workload and duplication of effort, while denying individual FPCs a voice and the power to form policy. "At a probable cost of a quarter of a million pounds financially, not only would it be an expensive and unwieldy talking shop, but I predict it will have no mandate, no momentum, no respect and no political strength."

Health high on SLD agenda

Increased investment in the development of primary healthcare will be urged by leaders of the Social and Liberal Democrats at their annual conference opening in Brighton at the weekend.

They will be concentrating their fire on the Government's controversial proposals for reshaping the NHS, in a bid to re-establish their party's credibility as an effective political force after its recent disastrous showing in the public opinion poll.

A policy document issued in advance of the conference called for 'improved facilities for screening and immunisation and "health check-ups" through GP's surgeries and health centres, "and other accessible locations within the community".'

Other policy objectives are: a ban on all promotion of tobacco and alcohol, except at the point of sale, and changes in taxation aimed at requiring bigger payments by industries whose products lead to ill health and greater use of the NHS, with the additional funds generated to be used for medical services and the enhancement of public awareness of activities harmful to health.

The SLD also wants more expenditure on dental, optical and chiropody services and the abolition of charges and fees within the NHS.

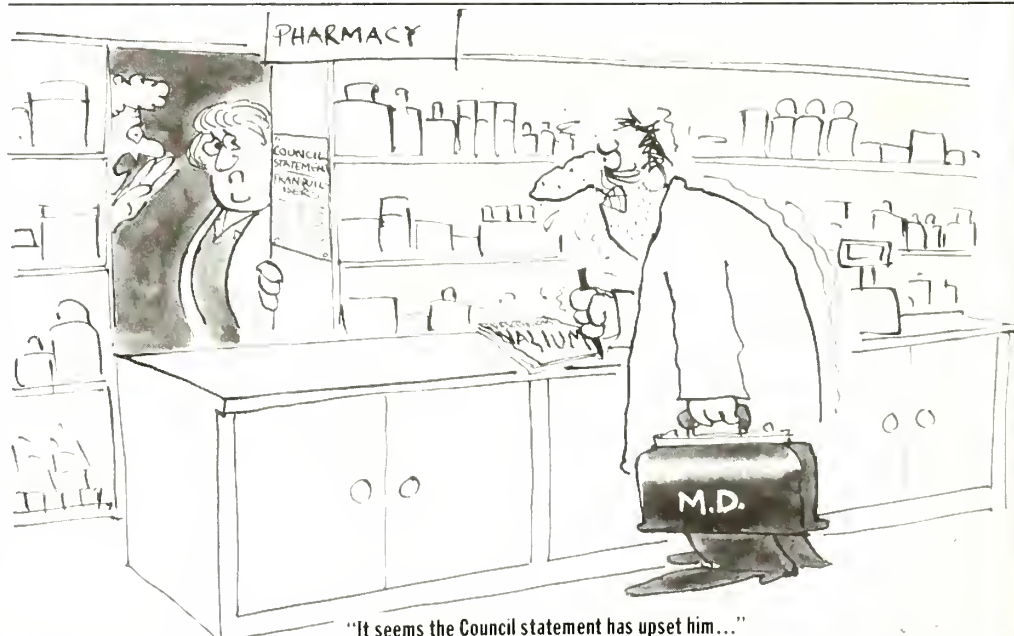
The SLD is also encouraging its members to circularise GPs to find out the extent of their opposition to the Government's proposal "medical audit."

Oramorph a 'time saver'

The latest *Drug and Therapeutics Bulletin* has recommended the use of Oramorph because it will save pharmacists' time, a standardised product will allay patients' fears, and it will ease prescribing by GPs because the oral solution does not require the

full Controlled Drug handwriting regulations.

Although Oramorph needs more storage space, the *Bulletin* says that inner-city pharmacists may prefer not to stock morphine sulphate powder because of the risk of theft by addicts.



"It seems the Council statement has upset him..."

A&H Assist asthmatics

Allen & Hanburys are launching a new information service to help asthmatics worried about the use of inhaled steroids.

The Advice and Support Service for Inhaled Steroid Treatment was designed to complement counselling by reinforcing advice to patients. It comprises an information pack with a booklet on asthma and its treatment, entitled "You and your asthma" which offers practical advice. There is also a diary for patients to monitor the progress of their disease and record use of preventative therapy.

Patients can get the package by sending in an insert which will be included in packs of Becodisks, Becotide and Becloforte by the end of October. The recently launched Becloforte VM already contains the inserts. ASSIST also offers patients a direct telephone "helpline", with pre-recorded messages. The tapes are "More information about asthma" (tel: 0908 270125) and "Practical advice for the asthmatic patient" (tel: 0908 270126).

At the launch of the service in London last week, Professor Peter Barnes of the Brompton Hospital, London, said that asthma management is changing and the emphasis is switching from treatment with bronchodilators to prevention. But the success of steroid treatment depends on patients using inhalers every day, he said. One of doctors' biggest problems is persuading people to use steroid inhalers every day and leaving bronchodilators for acute attacks.

New poll shows greater support for no animal testing

A new opinion poll on consumers' views of animal testing has lent impetus to a campaign being waged within the Cosmetic Toiletry and Perfumery Association over its new information pack on the subject.

The poll, carried out by MORI for leading animal rights campaigners the British Union for the Abolition of Vivisection, found that 85 per cent of those questioned are against animal testing associated with cosmetics and toiletries, up from 78 per cent in a similar survey conducted for the BUAV six years ago.

When asked if they would pay more for non-animal tested products, two thirds said they would be prepared to pay 10 per cent or more extra for such products. And, most importantly, in the view of non-animal testing cosmetic companies who take a "no animal testing" stance, between 88 and 92 per cent of respondents (depending on age group) said they wanted labelling to help them find out which products were associated with animal testing and which weren't.

Greg Butcher is the managing director of Montagne Jeunesse, one of the leading companies in the move to stop distribution of the CTPA's booklet "The responsible way forward in bodycare". The Association says the booklet sets out the objective facts and was issued in response to "misleading and sensational" coverage of the subject in the tabloid Press.

He says: "This BUAV survey

shows that the vast majority of the public are in favour of products not tested on animals, and that has to be great news for us. Many retailers are now waking up to what consumers want. Over 300 MPs supported an early day motion which calls for the banning of the use of animals in cosmetic testing."

A motion calling for an extraordinary general meeting of the Association will be discussed at the CTPA executive committee meeting in October. However, Mr Butcher, who claims over half a dozen CTPA members so far support the motion, doesn't seem too optimistic. "We are the moral majority, but the big companies are in the majority on the Council," he says. "Instead of funding a PR campaign to try and make animal testing popular, the CTPA should be using the money to fund research into alternatives."

The CTPA has urged its members to support FRAME, the Fund for the Replacement of Animals in Medical Experiments, with which it has been in close contact for a number of years.

Marion Kelly, general secretary of the CTPA told C&D: Most cosmetic products are not

tested on animals, but most ingredients have been at some time. Most testing now is for development of new ingredients. And the toiletries category includes anti-tartar products and antidandruff shampoos, and new UV filters."

Ms Kelly said that the opposition of Montagne Jeunesse and others would be discussed at the next executive committee meeting of the CTPA on September 12, and there are no immediate moves to produce any further material.

According to Government statistics, some 17,000 tests on animals were ascribed to cosmetics and toiletries in 1987, the latest year for data.

Following an attack in *Today* newspaper on Wednesday, L'Oréal have issued a statement saying that they no longer use rabbits in their laboratories, the Draize test for eye tolerance has been abandoned and they do not carry out extreme toxicity tests such as LD50. The company carries out only mild testing that is strictly indispensable to consumer safety, in particular to foresee the risk of allergies, and has spent over £3m in developing alternatives to animal tests.

Fisons blasted again over Opticrom changes

The reformulation of Opticrom by Fisons, who renamed the original as Opticrom Aqueous, has been condemned as "an inconsiderate change", in the latest *Drug and Therapeutics Bulletin*, published by the Consumers' Association.

Confusion is inevitable when a company changes the composition of a medicine and does not change the name, the *Bulletin* says. Some GPs were said to be unaware of the changes six weeks after the launch. In such circumstances, patients prescribed Opticrom would get the new viscous preparation, which costs slightly more than Opticrom Aqueous, and this is not in the patients' interests.

Calling the new drops Opticrom Viscous, for example, could have avoided misunderstanding, and it is disappointing that the licensing authority did not prevent this, says the *Bulletin*. It calls on doctors to report any unwanted effects of new Opticrom on a yellow card, even though it does not carry a black triangle.

Fisons, who do not agree with the *Bulletin's* views, say that a black triangle is not required because the product is a reformulation of sodium cromoglycate, which is not a new entity. Market research following the launch showed that everyone was content, the company says.

Extra £750 for Scots contractors settles cost-plus balance sheet

Every Scottish contractor in business during the last financial year will get a £750 lump sum payment as well as the 2.4 pence already announced for each prescription dispensed during the year (C&D July 29 p137).

The lump sum arises out of a revision of the extra monies due as the cost-plus contract comes to an end, from around £900,000 as calculated earlier in the Summer, to just over £1.8m, a figure described by a delighted Pharmaceutical General Council chairman Graeme Millar, as final.

In July, the Pharmaceutical General Council's Standing Committee decided the fairest method of distributing the original £900,000 was to relate it to prescription numbers. With £1.8m to be distributed, the Committee has now adopted a two-way approach. Mr Millar

explains: "There's no perfect way of paying out the money. Just relating it to prescription numbers doesn't accurately cover the costs of different size pharmacies. What we've now got is a good compromise."

The PGC expects both lump sum and prescription volume-related payments to be paid in October.

BRIEF

The Brazilian Government has initiated a mass hepatitis B vaccination programme for newborn and young children in the Amazon basin, using over half a million doses of the genetically-engineered vaccine Engerix B, developed and manufactured by Smithkline Biologicals, Rixensart, Belgium which is now part of Smithkline Beecham.

Guild rejects 6.5pc offer in ballot of members

Members of the Guild of Hospital Pharmacists have voted by more than five to one to reject the Government's 6.5 per cent pay offer, payable from April 1.

The staff side of the Pharmaceutical Whitley Council had not recommended acceptance and had pressed the management side to seek additional funds to enable a better offer to be made. However, according to Dr David Bird, general secretary of the Guild of Hospital Pharmacists section of the union MSF, Government's representatives have said such an exercise would be "a waste of time".

Guild members will have contrasted the 6.5 per cent offer from the Government with three other well publicised figures. And with inflation running at 8 per cent,

average earnings at over 9 per cent year-on-year, and recent public sector settlements like the railwaymen and local government workers at typically 8.8 per cent, Dr Bird says it is not difficult to see why 84 per cent of those voting rejected the offer, with only 16 per cent in favour.

With the overall effect of the new grading structure yet to be felt in an already understaffed service, Guild Council is

concerned the possibility of entering a new period of imposed decline in real-value salaries.

The Guild has demanded an urgent meeting of the Pharmaceutical Whitley Council to re-open negotiations.

Other groups of NHS workers have rejected 6.5 per cent offers, notably medical laboratory technicians and ambulance staff, who are currently being balloted on industrial action.

Pharmacy blood cholesterol tests approved by PGC...

The Standing Committee of the Pharmaceutical General Council in Scotland has decided to support diagnostic testing for cholesterol in pharmacies, but with reservations.

PGC chairman Graeme Millar says the Committee's decision comes in the light of the Government's failure to restrict testing to specific locations. "We believe that the ideal environment for such testing is the doctor's surgery. If this is not possible,

then it should be done in a pharmacy. It is inappropriate and perhaps even dangerous to some people that it could be carried out in garages and shops as happens in North America.

"In a pharmacy the public will still have the on-the-spot availability of someone with an amount of medical knowledge to give advice on the results. We will be asking Health Minister Michael Forsyth to restrict testing accordingly," Mr Millar said.

...GPs better for cholesterol advice says Which?

It is better to consult a GP about blood cholesterol levels and other risk factors for heart disease, according to this month's *Which?* magazine from the Consumers' Association. The magazine tells readers to ask to be sent for a hospital test — it is cheaper and could be quicker if a person needs to see a specialist.

The magazine looked at the merits of pharmacy cholesterol testing and sent seven volunteers to pharmacies taking part in the trial organised by the Pharmaceutical Services Negotiating Committee and the Family Heart Association. All the volunteers got good advice and those who had two tests got comparable results except for one man who was given a level of 6.04 mmol/l at one pharmacy and 5.38 mmol/l at a second. When his level was checked at a hospital the reading was 6.3 mmol/l.

Which? says all the results

could be correct as it is thought levels can vary by up to 6 per cent in a day. People should not rely on a single test anyway, says *Which?*.

The magazine admits that High Street testing could raise awareness of the importance of cholesterol levels and knowing your level could be a lifesaver.

Giving advice along with the test is important and *Which?* says chemists in the PSNC trial are trained to do so. In contrast many GPs are not *au fait* with the latest dietary guidelines, according to a recent survey, and there is a danger, says *Which?* that they may prescribe cholesterol lowering drugs too soon.

If there is a big demand for High Street cholesterol testing many shops could start offering the service, but there is no guarantee their standards will be as high.

So if you are not sure, says *Which?* go to your GP.

Green label views wanted

The Government is seeking views on proposals for an independent positive environmental labelling scheme for consumer products.

A discussion paper being circulated by the Department of the Environment says the Government believes any such scheme should be voluntary, flexible and based on criteria that are easy to understand. Wording such as "environmentally friendly" should be avoided as, the Government believes, it is open to a range of interpretations and may suggest an absolute quality which is unattainable in practice. Labels should highlight the reason for their reward, eg "made mostly from recycled material."

Labels should be awarded for a minimum period and subject to annual review after that. Because of the risk that labelling schemes could act as barriers to trade, the Government feels that any scheme should operate on an EC rather than a national basis.

The costs could be offset by charges on companies using a label, as they would expect to gain commercial advantages from marketing products with environmental approval. The eventual aim would be for the scheme to be self-financing.

Representatives of consumers, environmentalists, retailers and producers should be involved in organising the scheme, the Government suggests. Comments should be sent by October 13 to Mr M. Gardiner, Room A302, DoE, 43 Marsham Street, London SW1P 3PY.

Drugs talks for schools

The Government is targeting schools as part of a new publicity campaign about the dangers of drugs.

Speaking on the BBC Radio 4 "Today" programme on Tuesday, Home Secretary Douglas Hurd said that the Government had set up drugs education co-ordinators in every local authority to warn pupils of drug abuse.

"The reduction of demand and getting the vulnerable communities 'armed' against drugs is the most important thing," he said. Drug enforcement was part of the fight against drugs, but reducing the demand was the most important element in the problem.

Safeway gear up for computerised PMRs

Safeway are upgrading their pharmacy computer systems in all 43 branches to allow them to handle patient medication records.

All the company's pharmacies in England and Wales have already obtained a copy of the Pharmaceutical Society's training package, says pharmacy superintendent Richard King.

Safeway are upgrading to the Richardson Sanyo-based PC system. The company has been using the Richardson BBC system since 1982. Installation should be complete in all branches by mid-November.

Safeway already uses IBM machines for its grocery operation, and the Sanyo is IBM compatible, allowing connection with a store network which will shortly be established.

Installation and training on the new system is being carried out by Safeway's four pharmacist area managers after training at Richardson's Preston premises.

Richard King believes the new system will keep Safeway at the forefront of pharmacy technology and will provide an enhanced service to patients with the PMR option and the automatic drug interaction warning.

Doubts over CIP savings

Claims that the hospital service has benefitted by £900m a year from cost improvement programmes are open to doubt, says a report published this week.

A working group from the Institute of Health Services Management, the Kings Fund Institute and the National Association of Health Authorities looked at overall national policy and examined cost improvement programmes in detail in three district health authorities. There were uncertainties about the way savings are recorded, their impact on service levels and the way monitoring and audit is done.

The study, "Efficiency in the NHS" (Kings Fund Institute Occasional Paper no 2, £3.95) concludes that "the imprecision surrounding these savings makes the certainty with which they are quoted at national level a source of concern."

Cost improvement programmes, rather than new money allocated by the Government, have been a major source of health authority finance for service development over the past five years; "If the figures quoted do not reflect genuine additional sources of finance, they must provide part of the explanation for the severe funding problems faced by many health authorities in recent years."

Stolen Uniparin

CP Pharmaceuticals Ltd say that a consignment of Uniparin pre-filled syringes has been stolen in transit.

The syringes, containing 0.2ml of 25,000 units/ml calcium heparin, carry full product details and are packed in blistered strips of five, also labelled with product information, but are not in final CP cartons with leaflets.

If anyone is offered this product from an unusual source they are asked to contact the company immediately on Wrexham (0978) 661261 ext 2129 or 2205.

Narphen back

Smith & Nephew Pharmaceuticals are delighted that production problems with Narphen tablets have been overcome and are confident that adequate supplies will be maintained in the future.

TOPICAL REFLECTIONS

by Xrayser

Colostomy

One of the things the boss told me many years ago — and repeatedly — was that telling the truth is by no means the sure path to success or popularity it was cracked up to be by my Sunday School teacher. I think he was trying to interest me in politics. However, I never learned, so here we go again.

A pharmacist has sent me an envelope with a couple of documents he obtained advertising colostomy aids. The first in the form of a letter: "Dear member..." from Simpla Plastics Ltd, telling the "member" about the new improved range of Simpleseel bags, and inviting the user to contact them for assistance, advice, and free samples. It does not say anything about dispensing NHS prescriptions, although this may be part of their service. The second item is a glossy pictorial, double-sided A4 document in full colour headed, "NHS prescriptions dispensed". It points out that Salt and Sons give a smart service, using carriers as well as post, operate a freephone, have all the major brands in stock, and have trained staff at centres nationwide who will give free samples as well as visit patients at home. They measure for, and supply support belts for colostomists. It is a persuasive document, professionally produced which, to the average layman, would appear to run rings around the average pharmacy as suppliers. Yet some of us — a few — operate a successful service.

I cannot understand how Salts can afford to do what they appear to, because the fees I get for supplying £100 worth of bags can be swallowed up in a couple of phone calls trying to locate particular items. Do they get paid more than us? And if they do, why? One thing is sure. Whether we like it or not we are losing customers to these "other" contractors who are making a major effort to serve in



a way which looks good.

If we think it worthwhile to compete then we will have to turn some of our advertising effort into telling the world how well we can do. But if we can't or don't want to compete fully on even terms, by being willing and competent to go to the home if need be, to examine the stoma and advise on the best products, then we shall continue to lose by default. No-one owes us anything!

Chemex delights

Chemex has become a must for us all. Apart from seeing all those new products and spending all our money, the bargains themselves mean we more than recoup for the time and effort spent getting there. But I reckon the big bonus is chatting with reps and other pharmacists, as well as the buyers from the various companies.

Great delight I had last time when I saw one pharmacist shovelling freebies into his carry-all, only to have the manager on the stand quietly tap him on the shoulder and "invite" him to put them all back. He said that, as managing director, he was the person who paid for them and he would distribute them as he saw fit to those who gave qualifying orders. So do go and see the sights...

Tariff plus

Our latest arrived a few days ago. Have you noticed how all the moaning has stopped? We have actually learned how to use it! Primarily because the index relates to the contents in a way which now makes sense to my most junior addition to the staff. Which is saying a lot when you recall the abysmal confusion which prevailed only 12 months ago. And now the information is accessible it is also a fact that we are getting fewer scripts returned, which is all to the good...

COUNTERPOINTS

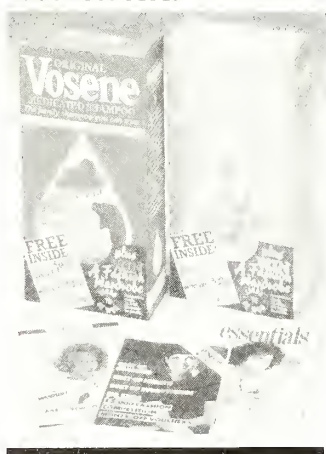
Beecham boost Vosene range

Beecham Toiletries have an on-pack promotion this month to support the recent relaunch of Vosene.

The promotion runs until the end of October and incorporates three women's magazines: *Woman*, *Family Circle* and *Essentials*.

Each pack of original or herbal Vosene contains a mini version of each of these magazines. A selection of money-off coupons as well as a competition with prizes valued at £5,000 will be featured.

In addition, the October 2 issue of *Woman* and the November issues of *Family Circle* and *Essentials* will feature a Vosene editorial competition with prizes totalling £30,000. The 300 runners up will receive a twin pack of Vosene. *Beecham Toiletries*. Tel: 01-560 5151.



Scholl help the aged

Scholl are sponsoring a Help the Aged leaflet entitled "Fitter Feet", advising that "it is never too late to look after your feet". The leaflet describes simple, self-preventative measures to avoid foot problems, along with advice for treating minor foot ailments. *Scholl UK Ltd*. Tel: 01-253 2030.



A new look for the Silvikin range

Beecham Toiletries have relaunched the Silvikin hair care range, "to create a synergy between hairspray, shampoo and conditioner".

The new range has maintained the original Silvikin product formulation but has been updated to appeal to "the modern consumer", says the company.

Each of the five variants has been labelled to emphasise their benefits, and new, pearlised containers feature a larger, brighter Silvikin reed motif.

The relaunched range comprises: hairspray, (200ml £1.09; 300ml £1.49; 125ml pump

£1.59); shampoos for mildness, protection, body, shine or balanced care, (200ml 85p; 300ml £1.05); and conditioner (200ml 99p; 300ml £1.29).

The relaunch will be supported with added value packs offering 50ml free, and an on-pack offer for a "Loving Feeling" calendar which consumers can obtain free with tokens collected from the range.

A £3m advertising campaign will break in January 1990 when the company hopes to reach 80 per cent of their target market. *Beecham Toiletries*. Tel: 01-560 5151.

Eternity to go national from October

Eternity, the latest fragrance from Calvin Klein, is to be sold to selected independent pharmacies from October.

The fragrance is said to have been inspired by fresh flowers, providing a "modern, sophisticated" bouquet.

Eternity is described as a contemporary version of a classic floral scent and is available in perfume (30ml £115; 7.5ml £44); perfume purse spray (7.5ml £35);

eau de parfum (100ml £40; 50ml £28.50); eau de parfum spray (100ml £42).

Also available in the range is a luxury body cream (150g £38.50) *Calvin Klein*. Tel: 01-629 9643.

Nicholas Laboratories are offering Radox Herbal Bath fragrances (500ml) in Christmas gift boxes (£1.09). *Nicholas Laboratories Toiletries Division*. Tel: 0753 23971.

Stylite range is relaunched

Wella have relaunched their Stylite styling range and have added a "volumising" spray to it.

The spray (150ml £1.95), comes in natural hold and is said to work from the inside out giving all hair types volume and manageability.

Each strand of hair is coated for thickness making it easy to control, say Wella. It comes in a clear, pump action bottle.

The Stylite mousses (200ml £1.95 each) have been repackaged in stronger, brighter colours to improve their shelf impact, say Wella.

Natural control mousse has been given a pink label and firm hold comes in blue. Wella have produced shelf edgers in the new colours to support the relaunch, with consumer leaflets offering 50p off any Stylite product. *Wella GB*. Tel: 0256 20202.

LA to hit TV

Dep are launching a £1.8m television advertising campaign this month, to promote their LA Looks range of hair styling products.

Aimed at younger viewers, the advertisement will be screened on Channel 4 and ITV until the end of October. It will be supported with advertisements in youth magazines including *Smash Hits*, *19*, *Just Seventeen* and *Looks*. *Dep (UK) Ltd*. Tel: 0753 820743.

Christmas with Mavala

Mavala are introducing a range of metallic nail colours in time for the Christmas season.

The range consists of shades in gold, old gold, platinum and silver.

Each colour comes in a 5ml pot (£1.50) and is said to contain 10 applications. *Mavala Laboratories Ltd*. Tel: 0732 459412.



The good news for stockists of Seven Seas pure cod liver oil is that last year none of these people bought any.

This year, however, they will. You see even though sales of Seven Seas Pure Cod Liver Oil doubled over the past twelve months the market is still growing.

The reason is simple. Our expanded product range and huge promotional support is bringing new users through your door all the time.

For example, last year, two million people took cod liver oil for the first time.

And this year we'll be mounting a bigger than ever TV and press campaign nationwide.

The total support package – worth £2½ million – also includes counter and window display material, plus informational back-up leaflets.

What's more, Seven Seas Pure Cod Liver Oil is the only one on the market with a product licence approving the claim to help relieve aches, pains, and joint stiffness.

In short, it's the brand that your customers trust. (80% of all cod liver oil sold is Seven Seas.) So don't be left high and dry this year. Keep your shelves well stocked with the brand leader in pure cod liver oil and be prepared to meet the new demand. Contact your Seven Seas representative for details.

SEVEN SEAS

The No 1 Brand in OTC Health Care



Seven Seas Health Care Ltd., Hedon Road, Marfleet, Hull HU9 5NJ

Sensiq's brave new world

Sensiq, the fragrance-free range of cosmetics for sensitive skin, is now available to independent chemists.

Previously available only at Boots, Sensiq have come up with Brave New World as a theme for their Autumn range of colours.

The range comprises: trio shadow silk (£2.89); gentle water resistant mascara (£2.25); luxury lip colour (£2.25); protective nail polish (£1.75).

Colours for the Autumn are described as natural looking, with two main themes: baked clays and desert blooms.

The range also includes a gentle cleansing wash (£2.99); natural cleansing mask (£2.99); eye make-up remover (75ml £1.99) and eye gel (30ml £2.99).

The entire range has been developed without animal testing, say Sensiq. Tel: 01 409 1413.



Autumn offers from Unichem

Unichem are offering deals on Fisherman's Friend products and Mycota this month.

Members ordering a pack of Fisherman's Friend extra strong lozenges, aniseed flavour lozenges, super strong mints and honey cough syrup will receive a free tray of original 46mg Fisherman Friend lozenges. This offers 45.8 per cent profit on return, say Unichem.

Three athlete foot sprays, also come free when members order a Mycota display unit.

The unit, containing six packs of cream, six of powder and three of spray is available at £8.88 instead of the usual trade price of £11.66. This offers a 60 per cent profit on return. Unichem. Tel: 01-391 2323.



More colour from Wella range

Wella have launched Contrasts, a range of home use, partial colouring kits aimed at 19 to 34 year olds.

The product (£4.25) comes in three variants: light blonde highlights for medium brown to light brown hair; golden blonde highlights for medium and light brown hair; and rich autumn glow low lights for dark brown or light brown hair.

Each kit contains a double

layer cap, metal hook, wide application brush and a comprehensive instruction leaflet.

Contrasts comes in a black box which is colour coded for easy identification.

The launch is being supported by a Press advertising campaign starting this month until the end of the year. Advertisements will appear in *Me*, *Cosmopolitan*, *Elle*, *Marie Claire* and *New Woman*. Wella GB. Tel: 0256 20202.

Petra comes to the UK

Oris Beauty Products have introduced their Petra manicure plus and Petra massager into the UK market.

The manicure set (£39) can be used on toes or fingertips, says the company. It is electrically operated with two speeds and six attachments for trimming, shaping, buffing and polishing.

It comes complete with a

protective transformer as well as its own travel case.

The massager (£18) also offers six attachments along with a fixed power cord and two different speeds.

The range will be supported with full colour advertising in the women's Press, which will break in October. Oris Beauty Products. Tel: 01-885 2999.

ON TV NEXT WEEK

GTV Grampian	U Ulster	SK Sky
B Border	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	TV-am Breakfast Television	TT Tyne Tees
<hr/>		
Listerine:	A, LWT, TTV, TV-am	
Nurofen:	All areas	
Panadol:	All areas	
Pearl Drops:	STV, C	
Signal toothpaste:	All areas except TV-am	
Sure deodorant:	All areas except LWT, TTV, HTV, TVS and TV-am	
Tampax:	U, STV, BTV, G, Y, C, HTV, TSW, TT	
Togs:	All areas	
Vosene:	All areas	

Competition is a tonic

Warner Lambert are to continue their Metatone tonic old masters promotion with a trade competition beginning next month.

The competition has been designed for pharmacists and their staff and entrants will be shown an illustration in the "Old Masters" tradition and asked to caption it.

Winners will receive £100 worth of Trust House Forte vouchers. The competition will run until February 1990, and entry forms will be available from all Warner Lambert Health representatives. They can be returned to them or sent direct to the company. Warner Lambert Health Care. Tel: 0703 620500.

Cheekey face

Marling Sales have launched Cheekeys, a range of teenage cosmetic accessories comprising four types of make-up applicators.

Available in pink, lilac or purple, the range comprises blush on the run, a blusher brush with mirror (£2.45); Eye-lighters, (£0.89p), a pack of ten make up applicators; Ticklers (£1.99), a pack of miniature make-up brushes and Blend with the Trends (£0.99), a set of cosmetic sponges.

The products come blister packed in matching colours. Marling Sales. Tel: 0737 763104.



'Z curls from Carmen

Carmen have launched Twist and Curl, a curling tong, which they say, will give a 'Z' shaped curl in seconds.

The curling tong (£8.95) is said to be easy to use, and produces a look which will appeal specifically to the teenage market.

It comes with universal voltage in black with a day-glo pink branding. House of Carmen Ltd. Tel: 061-681 8321.



Nutrasome joins the Revlon range

Nutrasome is the latest addition to the Revlon hair care range, a shampoo and conditioner developed for thinning hair.

The range comprises an enrichment shampoo (200ml £6.95) and a supplement (100ml £6.95) containing trioxyl TM complex.

The products are described as quick and easy to use say *Revlon International Corporation*. Tel: 01-568 4466.

Party pack with Cutex

Parfums International have launched the Cutex party pack, which they describe as "an ideal stocking filler".

The pack (£3.50) contains three 7ml bottles of Cutex nail colours in apricot, guava, and strawberries in a transparent make-up bag. *Parfums International*. Tel: 01 961 8500.

Wipes are pocket size

Lewis Woolf Griptight have launched Handy Pack, a pocket size pack of mildly antiseptic wipes.

The wipes come in a plastic pack small enough to fit into a pocket, says the company. They are described as suitable for use by mother or baby and ideal for nappy changes. They can be flushed away after use, say *Woolf Griptight Ltd*. Tel: 021-414 1122.



Competitions with Maws

Nicholas Laboratories are promoting their Maws range of baby feeding equipment with consumer and trade promotions running to the end of the month.

For the trade, there is a best window display competition with prizes valued at £80 for the best Maws display. This competition will close on November 24.

To complement this, the company is also giving consumers the opportunity to take part in a prize draw to win toys from the Kiddicraft range.

This in-store promotion will be supported by entry form leaflets dispensed from custom made shelf reservers as well as a show card, say *Nicholas Laboratories*. Tel: 0753 23971.

Win a Super Nova

Unichem and Colgate have teamed up in an exclusive trade and consumer promotion giving a customer and a Unichem member each the chance to win a Vauxhall Nova.

The customer has to buy any two Colgate products from a Unichem member and enter a simple competition to be eligible for the top prize. There will be 1,000 Unichem teddy bears for runners up. The pharmacist who sells the goods to the winning customer will also collect a Nova.

The promotion applies to brands across the Colgate range, including toothpastes, Palmolive shampoo, Extra Care and Cleopatra soap, Soft & Gentle, Palmolive shaving cream and toothbrushes.

Unichem assistant marketing director Tony Foreman says he is delighted with the deal because it demonstrates Colgate is moving back towards supporting independent pharmacies.

The promotion is to run in store from October 1 until December 31.

It will be launched in a fortnight at Chemex, which will be the first time orders for stock can be taken. Mr Foreman says lines will be offered with "very aggressive trade prices".

A3 posters, shelf wobblers and competition leaflets will support the promotion in store. *Unichem Ltd*. Tel: 01-391 2323.

Ski Lips from Garnier

Laboratories Garnier have added Invisible Ski Lips to their Ambre Solaire UV ski screen range.

The protective lipstick (£3.49) complements the existing White Ski Lips however, it gives the skier the choice to use a colourless protector, according to the company.

The lipstick has a protection factor of 15 and is said to provide maximum protection against the sun's rays by forming a protective shield on the lips.

Moisturising ingredients ensure minimal dehydration, say *Laboratories Garnier*. Tel: 01 937 5454.



Colourcare are distributing one million promotional leaflets this month to promote their fast reprints and enlargement service.

All customers ordering three or more enlargements during September and October will also receive a free sports watch, say *Colourcare International*. Tel: 0722 412202.

SURE SELLER

Sure-Lax is a safe, effective and gentle laxative you can recommend with confidence.



Available in two sizes, Sure-Lax is a sure seller. Make sure you stock it.

A SURE SHIELD FAMILY REMEDY

E G Marketing Ltd, Burton-on-Trent, Staffs





More shocks from Wella

Wella have added a sculpting glaze and a volumising gel spray to their Shockwaves range.

The glaze (140ml £1.75) is said to be a totally new type of styling product for the retail market, combining strong hold and shine. It is particularly effective for smoothing over straight hair or defining curls, say Wella.

The volumising gel-spray (150ml £1.95) is a finishing product that is said to combine the strength of a gel with the ease of application found in a spray.

Both products are packaged in the Shockwaves pink and purple containers, the glaze comes with a flip top cap and the gel is packed in a cylindrical pump action bottle.

A national press advertising campaign in the teenage magazines *Just Seventeen*, *Smash Hits* and *Looks*, is supporting the range. *Wella GB. Tel: 0256 20202.*

Yardley gifts for Christmas

Yardley have introduced traditional soap and talc (£4.15) and talc and body spray (£4.65), gift packs in time for Christmas.

The Christmas range also includes talc tins (£3.15); foam bath (£2.49); a trinket box containing three soaps in English lavender, English lavender and thyme and English lavender and rosemary (£8.99); lavender perfume spray and dusting powder (£4.45) and soap duo gift sets in rose and lavender (£2.25).

In the modern florals, Yardley are offering pleat wrapped guest soaps with mini talc and handbag sprays at £4.65 and soap duos in decorative drums (£2.65). *Yardley of London. Tel: 0268 522711.*

Twist 'n Curl with Garnier

Laboratories Garnier are launching the Twist 'n Curl temporary curling kit into their Grafic range.

The kit (£4.99) is said to be ideal for quick hairstyle changes and comprises 16 small yellow keys and 24 large blue ones, along with a non-aerosol styling spray.

The styling keys are said to be



unique curling rods operating on a "key hole" concept that locks hair strands into place.

The two different sizes allow different effects, says the

company.

The spray has been designed to be used with the keys and to give maximum hold without stickiness, says the company. The entire kit is targeted at the 16 to 24 age group.

The launch will be supported with a 20-second television commercial later this month. The company will also offer extra value packs across the range and samples will be placed in the women's Press on a year round basis. *Laboratories Garnier. Tel: 01-937 5454.*

The Evening Primrose Oil Company have launched a set of point of sale cards to complement the recently launched colour sketch EPOC packaging. The material comprises shelf edger, shelf wobblers, and a counter standing handy and super handy pack product and leaflet dispenser. *Evening Primrose Oil Co Ltd. Tel: 0509 233122.*

Unichem are offering a 49 per cent profit on return on the Gaviscon display unit this month which is available at £15.90 instead of the normal trade price of £17.28. The unit contains 12 200ml bottles of Gaviscon liquid, six 12 tablet packs and a further six bottles of liquid in a 100ml trial size. *Unichem. Tel: 01-391 2323.*

NOW
ON TV

Minadex

NEW PERSONALITY, NEW PRODUCTS, N

Minadex is growing up! Born from the famous Minadex Tonic, there's now a choice of health supplements, in a syrup made with real orange juice and one-a-day, chewable orange tablets. It's the only range made

exclusively for children – exclusively from Seven Seas, your adult brand leader.

— 1988 COMA report (DHSS) recommends extra vitamins for all babies aged 6 months to at least 2 years and preferably up to 5.

— Recent DHSS report found high percentages of schoolchildren very deficient in many essential vitamins and minerals.

— Minadex is the only range children of all ages.

— Minadex now has massive

The latests Miss Pears is crowned

A&F Pears Ltd have crowned the 32nd Miss Pears at The Savoy Hotel in London.

Five year old Lisa West, representing London and Home Counties, won the vote (and the hearts?) of an independent judging panel, together with £1,000.

She beat some 23,000 3-9 year olds who entered photographs into the competition, and was selected from six regional finalists who received £200 each, and sported identical dresses.

Lisa's first official assignment will be sitting for a professional photographic session for next year's advertising campaign. Her face will also appear on cartons of Pears soap. And her portrait will be painted for posterity, to hang with the others in the Miss Pears Gallery. A&F Pears Ltd. Tel: 01-486 1200.

Hopepack, the manufacturer of Belthanger, can be contacted on 01-823 2174, and not at the fax number as stated (August 19).



Lucozade goes sporty

Beecham Bovril Brands have launched Lucozade Sport, an isotonic orange drink formulated "specifically for sports and leisure situations". The drink comes in a 330ml can (£0.39) and is said to fight dehydration by replacing fluid and minerals lost during exercise.

Beecham say that the carbohydrate and mineral levels in the drink are in balance with body fluids, and so absorption is rapid.

The drink is slightly sparkling and comes in an orange flavour with a stay-on ring pull for added safety. It is targeted specifically at young and sport conscious adults,

say Beecham.

Initially, Lucozade Sport has been launched in the London region this week, supported with a poster campaign in sports centres. A television campaign is planned for February next year, when the drink is expected to reach the rest of the country.

The company is promoting the drink with a buy one, get one free offer for consumers. The trade will be offered a discount of 24 cans for the price of 22. A range of point of sale material is also available. *Beecham Bovril Brands. Tel: 01-560 5151.*

Showering made Simple

Simple moisturising shower gel is ideal for those with delicate skin, say Albion.

It is perfume and colour-free which, the company says, gives it a unisex status and makes it ideal for family use.

The gel comes in hooked plastic bottles (250ml, £1.85) with flip-top lids. *Albion Group Ltd. Tel: 01-941 4105.*

FSC's Addlife

The Food Supplement Company are launching Addlife, in October, aimed at men and women over the age of 60.

Addlife contains (30, £4.35) beta carotene (Vita), vitamin B12, vitamin C, vitamin D, iron, zinc, rutin, gentian, capsicum, peppermint oil, echinacea, salmon oil, garlic (odourless) niacin and ginkgo biloba. The dose is one capsule daily.

The trade price for 6 by 30 capsules is £15.14. Distributors, *Health and Diet Food Co Ltd. Tel: 0483 426666.*

POTENTIAL FROM AN OLD FAVOURITE

Advertising support – first ever TV campaign breaks nationwide in October on TV-AM. Plus, new press, PR and POS support add

impact to popular window inflatable.

— Recommend Minadex Tonic when kids need building up after

illness, and new Minadex health supplements for kids every day.

— Build a new generation of sales with Minadex.

MINADEX. VITAMINS AND MINERALS FOR THE YOUNGER GENERATION



Lemsip goes blackcurrant

Whole blackcurrant joins the Lemsip range from Reckitt & Colman.

Each 3g sachet contains paracetamol 650mg, phenylephrine 5mg, sodium citrate 500mg and ascorbic acid 10mg. The dose for relieve of headache, fever and body aches, is one sachet every four hours for adults and children over 12 years old. The sachets come in 5s (£1.15) and 10s (£1.85). Trade prices are £4.81 for an outer of 6 by 5 sachets, £9.56 for 12 by 5 and £7.41 for 6 by 10 sachets.

Lemsip blackcurrant will be included in the company's £4.5million national television campaign for the range starting on October 30. *Reckitt & Colman Products Ltd. Pharmaceutical Division. Tel: 0482 26151.*

All change for Crampex

International Laboratories are introducing new pack sizes of Crampex tablets in October.

At the same time, guaiphenesin 60mg is to be removed from the formulation. Pack design has been updated and the new sizes are 24s (£1.70) and 48s (£2.55). The old size will be discontinued when stocks are exhausted. *International Laboratories Ltd. Tel: 061-945 4161.*

BCAA plus

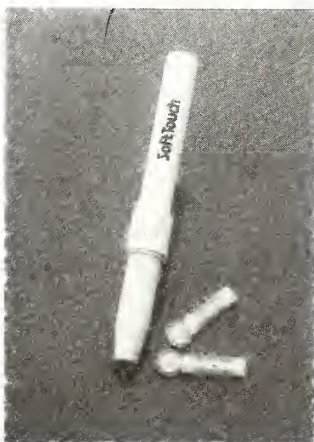
The branched-chain amino acids totalling 600mg in their pure, free form (L-leucine 270mg, L-isoleucine 180mg and L-valine 150mg) and vitamin B6 10mg are the ingredients of BCAA plus capsules from Solgar. The recommended dosage is one daily.

Bottles of 50 capsules (£7.51) costing £3.81 to the trade, are available from *Solgar Vitamins Ltd. Tel: 0494 778810.*

A soft touch for glucose

Soft Touch is a new finger pricking device claimed to provide a gentler method of blood sampling for diabetics.

According to Boehringer, Soft Touch is quick and virtually painless. It is the size of an average pen and consists of a sliding barrel, hub, lancet carrier



and protective tip. For use, the tip is removed and the lancet inserted, the tip retract barrel is replaced and the tip placed lightly on the finger. A trigger button activates the lancet.

Soft Touch (£4.95) is only available directly from BCL and comes with five lancets, a depth adjustment tip for thicker skin and an instruction leaflet. Drug Tariff type A lancets can be used with the device. *Boehringer Corporation (London) Ltd. Tel: 0273 480444.*

Notty Nigel is back

Evans are re-running their "Knotty Nigel" campaign for their Dequa range of sore throat remedies.

Running in January and February next year, with a spend of £500,000, media used will be regional, radio, London Underground posters and newspaper Sunday supplements.

Next year's campaign features on Dequacets but the whole range will be mentioned in some cases, says the company. *Evans Medical Ltd. Tel: 0403 41400.*

Scholl ribs

Scholl's latest introduction is a range of ribbed tights in black and gunmetal.

They will be available in Lite Legs range, from the beginning of October for £3.15 (£2.06 trade). The tights are knitted using nylon and Lycra and are less prone to laddering and do not wrinkle around the knees and ankles, says the company. *Scholl (UK) Ltd. Tel: 01-253 2030.*

Crookes Healthcare have produced a 16-page consumer leaflet with advice for "anxious parents" which will be available at the beginning of next year through the women's Press. It deals with illnesses, establishing sleeping routines and teething. *Crookes Healthcare Ltd. Tel: 0602 507431.*



Kirkby-Warrick Healthcare, sponsors of the 'Help the handicapped holiday fund', supplied a clown to join in the games at the fund's beach fun days at Fisherman's Wharf, Hastings for four days over the August Bank Holiday weekend. The clown, carried a placard saying "Don't be a clown - try Lacto-Calamine", and distributed leaflets about using Coppertone and Lacto-Calamine to against the care for sunburn. Alan Bailey was the clown, shown here with John Scholey (centre) from HHH and Ian Prime, a Kirby-Warrick representative

Tenormin gets weaker

Stuart are introducing Tenormin 25 tablets from October 18, to make dosing in renal failure easier.

Each tablet contains atenolol 25mg and is round, biconvex, white, film-coated, impressed "Tenormin 25" on one side with the company's logo on the reverse. The dose for patients with a creatinine clearance less than 15ml/min/1.73m² or serum creatinine greater than 600 μmol/l, is 25mg daily or 50mg on alternate days.

Tenormin 25 comes in calendar packs of 28 tablets (£4.31 trade). The legal category is POM and the product licence number is 0029/0218. *Stuart Pharmaceuticals Ltd. Tel: 0625 535999.*

Rapifen Care

Janssen's opioid analgesic alfentanil is now licensed for use in the intensive care setting.

Rapifen Intensive Care contains 5mg of alfentanil in each ml for analgesia and suppression of respiratory activity in patients who are mechanically ventilated. It can also be used to give cover for painful procedures such as physiotherapy. Alfentanil also helps compliance with mechanical ventilation and tolerance of endotracheal tubes.

The initial dose for intubated patients is 2mg per hour of the diluted solution. The injection comes in 1ml ampoules (10 £27.15 trade). Its legal classification is CD (Sch 2), POM and the licence number is 0242/0137. *Janssen Pharmaceutical Ltd. Tel: 0235 772966.*

Bands charge

Seton Healthcare have made some changes to the formulations of Calaband and Zineaband.

Both medicated bandages now contain as buffer, citric acid 2 per cent instead of boric acid. The preservative in Calaband has been changed to phenasept 1 per cent because of concerns over sensitisation caused by parabens, says the company. *Seton Healthcare Group. Tel: 061-652 2222.*

Kerfoot are adding bromocriptine mesylate 2.5mg to their generics range. Packed as 100s (£25.79 trade), the tablets are white, with a bevelled edge, marked "B/R" on one side and "2.5" on the reverse. *Kerfoot Pharmaceuticals. Tel: 061-330 4531.*

It's Official.

All slow-release aminophyllines/theophyllines are not the same.

"It is therefore essential that patients taking a sustained-release, oral theophylline preparation who have been stabilized on a particular brand continue to receive the same product."

Advice from the Council of the Royal Pharmaceutical Society, The Pharmaceutical Journal, July 11, 1987

Don't risk patient control.

When the prescription says:

Rx aminophylline SR 225mg.

Check with the doctor; does he mean:

Phyllocontin[®]

CONTINUS[®] Tablets aminophylline hydrate BP.

Prescribing Information:

Indications: Treatment and prophylaxis of bronchospasm associated with asthma, emphysema and chronic bronchitis, also cardiac asthma and left ventricular or congestive cardiac failure. **Dosage and Administration:** Adults: 2 tablets twice daily, taken morning and evening following an initial week of therapy on 1 tablet twice daily. Each tablet contains aminophylline 225mg. Since patients vary in their response to xanthines, the dosage must be titrated individually, and maximum response is not achieved, the theophyllin plasma levels should be measured. **Transferability:** It is not possible to ensure bioequivalence between different sustained release theophylline products. Therefore it should be emphasised that patients, once titrated to an effective dose, should not

be changed from PHYLLOCONTIN CONTINUS tablet preparations to other slow or sustained release xanthine preparations without retitration and clinical assessment. **Warnings:** The following agents increase clearance: phenytoin, carbamazepine, rifampicin, sulphapyrazole, barbiturates, smoking and alcohol consumption. The following agents decrease clearance: allopurinol, cimetidine, erythromycin, thiabendazole, isoprenaline, oral contraceptives, viral infections, liver disease and heart failure. Influenza vaccine may potentiate theophylline. A reduction of dosage may also be necessary in the elderly. The following should be used with caution: halothane, lomustine and lithium. Although theophylline crosses the placental barrier, it has been used during pregnancy without attributable

adverse effects. **Side effects:** The risk of side effects usually associated with aminophylline and xanthine derivatives such as nausea, gastric irritation, headache, palpitations and CNS stimulation is reduced. Basic NHS Cost: 235p per day (ex 1000 pack, 2 b.d.) PL0337/0026

This product is protected by British Patent No. 1405088

® PHYLLOCONTIN and CONTINUS are registered trade marks

© CONTINUS CLASSIC and the C device are trade marks

© Napp Laboratories 1989 Napp Laboratories, The Science Park, Cambridge, CB4 4GW Member of the Napp Pharmaceutical Group

NAPP

ANOTHER CONTINUS CLASSIC

TWO EV FOR A

Of course, financial advisers don't usually take their commission in daily doses.

But when you start an investment plan or pension, that's the kind of figure you could be looking at.

In fact, with a pension for example, 65% of your first year's contributions could end up in your financial adviser's pocket.

A hefty charge just for prescribing a plan you could have chosen yourself with a little care.

Can you avoid this unwanted side-effect?

As a pharmacist, yes. You can dispense with commission altogether by making sure the investment plan or pension you arrange comes from RNPfN.

By choosing RNPfN, all your contributions go into your plan, not into your financial adviser's pocket.

And because RNPfN only sells direct to healthcare professionals, you won't have to swallow the cost of running a salesforce either.

Or worry about absorbing the overheads of a network of costly high street branches.

As a result, year after year, RNPfN's investment performance is better than that of many of the most well-known insurance companies. Including some of those most widely recommended to pharmacists.

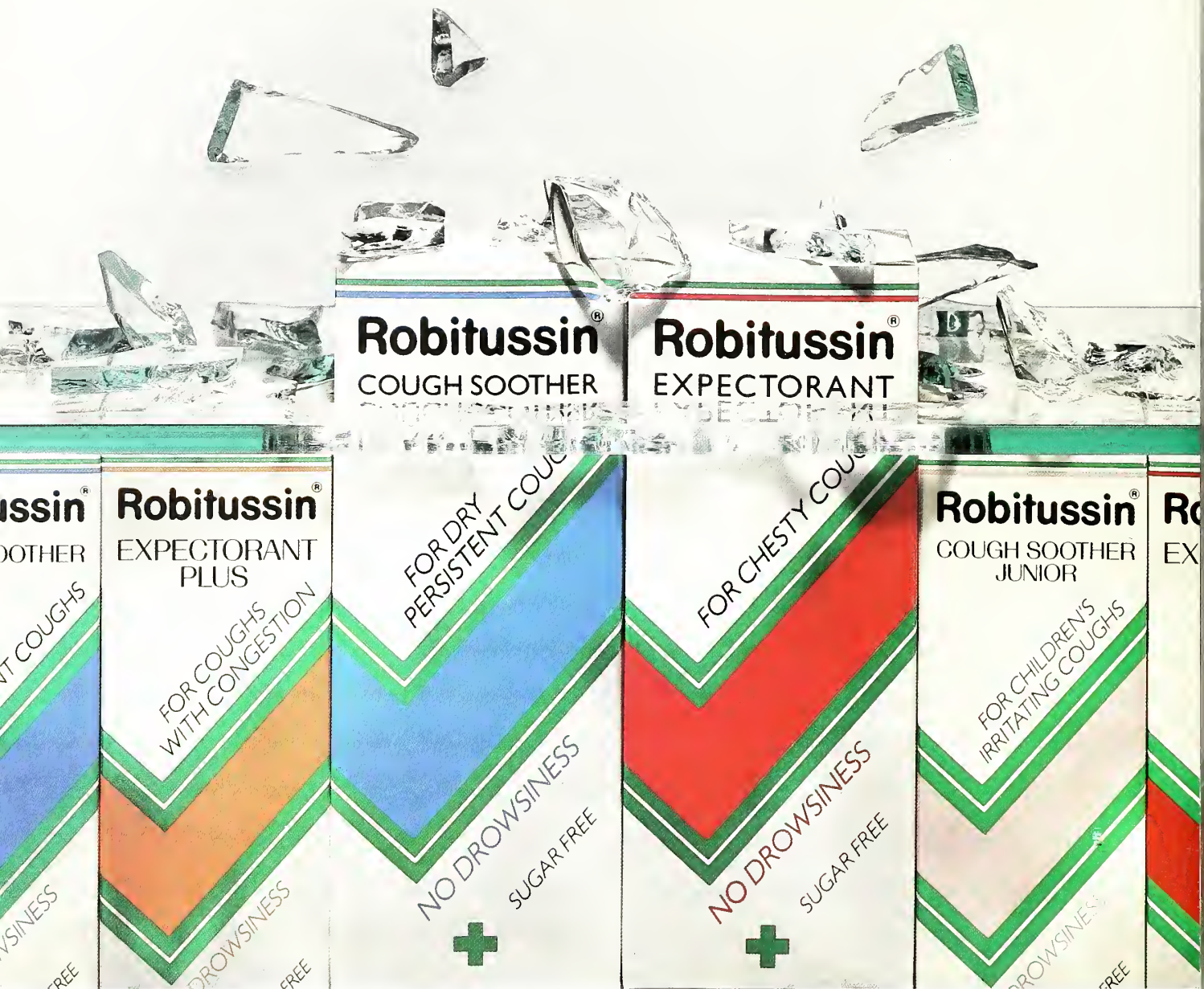
So why pay prescription charges on your financial arrangements when you're entitled to be exempt?

EVERY DAY YEAR.



We have plans for pharmacists.

The Royal National Pension Fund for Nurses.
Burdett House, 15 Buckingham Street, London WC2N 6ED.
Member of Lauto.



SALES AREN'T THE ONLY THINGS THAT ARE GETTING BIGGER

With a staggering 32% increase* in Pharmacy sales last year (following on 82% volume growth last year) Robitussin has firmly established itself as the fastest growing, non-sedative cough medicine.

Now we're making Robitussin bigger still by introducing two new economy-size 200ml packs to the range—Robitussin Expectorant and Robitussin Cough Soother.

We're sure they'll go down as well with the consumer as the fact that the whole range is sugar-free.

And don't forget, every order could give you a chance to win a weekend for two at the Gleneagles Hotel in the "Robitussin and Dimotane Golf Open."

Other than that we can't think of a better reason for giving Robitussin more shelf space.



*Nov/Dec 1988/87/86 (A. C. NIELSEN)

A·H·ROBINS

A. H. ROBINS COMPANY LIMITED, SUSSEX MANOR BUSINESS PARK, GATWICK ROAD, CRAWLEY, WEST SUSSEX RH10 2NH.



In perfect harmony

It's in the blood — his father was in a male voice choir. As a young lad, Philip Broadhurst sang in a church choir and later played the organ. Today, he conducts the Audley and District male voice choir.

A modest man, his only boast is this: "I'm not very good at practical things, so it's nice to be able to do something, and to do it well". And Mr Broadhurst is good at what he does.

A pharmacist for over 30 years, he joined the choir 14 years ago as a piano accompanist and became conductor two years later on the death of the previous choirmaster.

Since then, the 35 year-old choir has gone from strength to strength. The number of members is up from 25 to 75, attracted by an improved quality of performance. The choir has entered, and won, many competitions. In the annual Huddersfield competition, in which 15 of the best singing groups in the North take part, the choir came sixth once, and won the fifth prize on another occasion, recalls Mr Broadhurst with just a hint of pride.

Audley and District male voice choir are also great concert givers — between 15 and 20 a year. Later this month, the choir is performing at the British Pharmaceutical

Conference in Keele, and delegates can look forward to an hour-and-a-half of a selection of the wide variety of music the choir sings, including popular ballads, operatic choruses, folk songs and Negro spirituals.

In the past, the choir has taken part in the 1,000 English male voice festival at the Royal Albert Hall. And they have recorded two LPs, the last in 1986. Only once have they disappointed an audience: they cancelled a concert at the last moment, when they were snowed in!

This year they are performing a series of celebrity concerts — the latest with the opera singer Dennis O'Neill, who has shared the stage with the likes of Placido Domingo and Pavarotti. Enticing such a star must reflect the choir's reputation.

Hobby v profession

Choir practices are held once a week in Summer and twice a week in Winter. Thursday rehearsals clash with the local Pharmaceutical Society branch's programme, but Mr Broadhurst says: "Everyone needs to do something different and stimulating to

unwind after work, and this is my way. It's hard work, and facing a large number of men at the end of a long day in the pharmacy can be daunting, but it's worth every moment". His carefully kept scrap books, crammed with concert programmes, newspaper cuttings, photographs and prize certificates, attest to this.

Mr Broadhurst has run the pharmacy (with adjoining wine and spirits shop) in the picturesque village of Audley, near Stoke-on-Trent, for the past 28 years. The pharmacy is near the local health centre, so business is brisk. Mr Broadhurst says he runs the choir in much the same way he runs his shop. "You've got to treat people as equals to get results, but when necessary you must be able to distance yourself and take charge," he explains.

Of the future, Mr Broadhurst says he is always looking for new members. The choir hopes to increase the number of performances in Britain and overseas, and next year is planning a trip to Malta for the second International Music Festival. At the front will be Philip Broadhurst who, as pharmacist and conductor, is like the choir he directs — in perfect harmony.

Society rebuts API verdict on Euro-case

Some of the remarks relating to the European Court case involving the Association of Pharmaceutical Importers and the Royal Pharmaceutical Society attributed to Mr John Barker, API chairman, in the article "Importers group promotes new image" (*C&D*, August 26) seem to me to be misleading. May I state the facts.

On July 12, 1986 the Society's Council published a statement drawing attention to a section of the Code of Ethics and its Guidance Notes. The sentence in the Code of Ethics was "A pharmacist's prime concern shall be for the welfare of both patients and public" and the relevant sentences in the Guidance Notes read: "A pharmacist should not substitute (except with approval of the prescriber or a hospital drug and therapeutics committee or in an emergency) any other product for a specifically named product even if he believes that the therapeutic effect and quality of the other product is identical" and, "A pharmacist should not deviate from the prescriber's instructions when dispensing a prescription except where necessary to protect the patient."

Statements with a like meaning had been included in the Code of Ethics or its equivalent for many years. All the Council did on July 12 1986 was to confirm "that the provisions apply to imported medicines as well as to those produced for the UK market".

The API challenged the refusal of the Council to revoke its statement. The High Court found in favour of and awarded costs to the Society. The API appealed to the Court of Appeal against the decision of the High Court. When the case started in the Court of Appeal, however, the API changed its tack and sought to persuade the Court of Appeal to refer the matter by way of a series of questions to the European Court of Justice in Luxembourg. After a hearing lasting several days, the Court of Appeal agreed to do that and put three questions to the European Court, briefly:

1. Is a national rule of a member state inconsistent with Article 30 of the EC Treaty where it requires a pharmacist to dispense the product ordered by a proprietary name even if a therapeutically equivalent product, properly licensed and manufactured by the same company, but with a different proprietary name from that on

the prescription is available?

The Advocate General in his opinion to the European Court decided that a national provision of that kind is not incompatible with Article 30 of the Treaty. The European Court did not specifically answer the question on the grounds that it would address the second question posed by the Court of Appeal:

2. In the event of the first question being answered in the affirmative, is such a national rule justifiable on grounds of protection of public health, or the protection of industrial or commercial property?

The Advocate General felt he did not need to answer this question because he had answered the first question in the negative.

The European Court ruling on the second question was: "A national rule of a Member State requiring a pharmacist, in response to a prescription calling for a medical product by its trade-mark or proprietary name, to dispense only a product bearing that trade-mark or proprietary name *may be justified* under Article 36 of the Treaty on grounds of the protection of public health even where the effect of such a rule is to prevent the pharmacist from dispensing a therapeutically equivalent product licensed by the competent national authorities pursuant to rules adopted in conformity with the judgment of the Court of Justice in Case 104/75 and manufactured by the same company or group of companies or by a licensee of that company but bearing a trade-mark or proprietary name applied to it in another Member State which differs from the trade-mark or proprietary name appearing in the prescription."

The third question posed by the Court of Appeal was:

3. Whether the Statement of the Council of the Society on July 12 1986 was a "measure" within the meaning of Article 30 of the EC Treaty.

The European Court ruled that measures adopted by a professional body on which national legislation has conferred disciplinary powers may constitute "measures" under Article 30.

This answer did not surprise the Society which is after all, the "competent authority" for Great Britain in terms of the EEC Directive on free movement of pharmacists.

How Mr Barker can conclude from the answers given to the first two questions that the Court found substantially in favour of the Association defies comprehension and to suggest that the findings of the European Court annoyed the Society is absolute nonsense. How can that be when from the beginning of the case in the High

Court in England, the Society pursued vigorously the argument on protection of public health. In my affidavit on behalf of the Society the view was pressed that the dispensing of a product with a name different from that on the prescription could undermine the confidence of the patient.

The point was also made that under the agreement between the medical and pharmaceutical professions for the labelling of dispensed medicines, it is the name used in the prescription that appears on the container. The European Court expressed the opinion that it was unable to discount the reasons based on psychosomatic phenomena for which the Society and the governments of several Member States of the EEC permit a specific proprietary medicinal product to be prescribed rather than a generic product.

The Court also held "the arguments put forward by the API, did not disclose any evidence that the application of such a general rule to products imported from other Member States in which they may be marketed lawfully, constitutes a means of arbitrary discrimination or a disguised restriction on trade between Member States..."

I can understand Mr Barker wishing to "whistle a happy tune", but he is certainly a super optimist to take any comfort from the answers given by the European Court to the questions posed by the Court of Appeal.

John Ferguson
Secretary and registrar, RPSGB

Discounting

I refer to Stephen Jones' letter (*C&D* August 12) regarding the discount offered by Unichem and AAH. I would like to take the opportunity of reminding pharmacists in South East and Kent areas that the discount offered by Sangers (Maidstone) Ltd of which I am aware is: £1-£1,000, 0 per cent; £1,000-£4,000, 8 per cent; and over £4,000, 10 per cent.

The other benefits include:
a) PI products at competitive prices in their normal daily deliveries without having to order large quantities from other importers, hence increasing further discount in the monthly purchases. Unichem do not stock PI products.

b) "Splits attract discounts. Pharmacists should also bear in mind that discount is zero if purchases with Unichem fall below the £3,000 limit (ie even at £2,995 there is no discount).

Ashwin Tanna
London



One of the last taboos remaining in the area of health is that surrounding vaginal dryness. Embarrassment is still a major factor preventing women from purchasing a lubricant. Indeed in some circumstances they would rather not purchase an item than have to ask for it.

Placing K-Y* Jelly on self-selection has major benefits in overcoming these problems. A parallel can be drawn with similar "taboo" items, such as tampons and family planning products. These have to a greater extent been overcome by placing the items on self-selection at the pharmacy counter, where advice can still be sought if required. As a result of this change in placement, the markets for these products experienced enormous growth.

Put sales up 90pc!

Sales of K-Y* Jelly can benefit in a similar way. A special analysis by Nielsen identified that when K-Y* is available for self-selection, the cash rate of sale increases by a staggering 90 per cent.

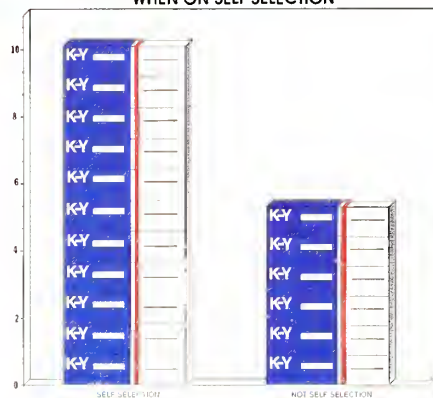
Analysis further showed that the 82g pack rate of sale is two and a half times greater when these packs are on self-selection as customers trade-up to the larger size pack.

Over 40 per cent of independent chemists are missing this major opportunity to increase both rate of sale and profitability by continuing to keep K-Y* behind or under the counter. Furthermore, those 15-16 per cent of pharmacists who display the packs within glass display cabinets are also losing out as consumers cannot effectively self-select.

The merchandising solution

Realising that counter display area is at a premium, Johnson & Johnson have developed a new, compact, self assembly unit which will hold both the 42g and 82g tubes. K-Y* is an ideal product to be merchandised with both tampons and condoms where it can continue to increase customer purchase, and profits. Counter display units are available free, simply write to: The Airport Packaging Company —

KY JELLY CASH RATE OF SALE IS 90% GREATER WHEN ON SELF SELECTION



SOURCE: NIELSEN SPECIAL ANALYSIS MARCH 89

K-Y* Display Unit, Junction Estate, 72 Carmichael Road, South Norwood, London SE25 5LX, to obtain your free units.

There is an enormous growth and incremental profit opportunity within the lubricant market. All women suffer from vaginal dryness at some time for a variety of different reasons — during pregnancy, after childbirth, following a hysterectomy or during the menopause. However, currently only approximately 8 per cent of women use a lubricant.

Another common factor preventing purchase of K-Y* is reluctance to admit that vaginal dryness is a problem. Because it is rarely discussed, many women fail to recognise that dryness is a common and easily helped condition which is experienced by most women at some point.

The key to breaking down the taboo in this area and thus increasing incidence of purchase, is to develop awareness of vaginal dryness as a completely normal problem, and K-Y* Jelly as the natural solution. Being water soluble, K-Y* mimics the natural secretions and is totally innocuous. It will not effect the efficiency of rubber condoms or diaphragms as can sometimes happen when petroleum jelly is used as a lubricant.

J&J seek to educate

To help increase consumer awareness of vaginal dryness as a normal problem, Johnson & Johnson is funding a major educational campaign. While recognising that all women suffer from vaginal dryness at some time in their lives, they are specifically targeting two groups of women; those in the menopausal period (40-54 years) when hormonal changes effect the natural lubrication, and mothers in the post pregnancy period who may find sexual intercourse a little uncomfortable.

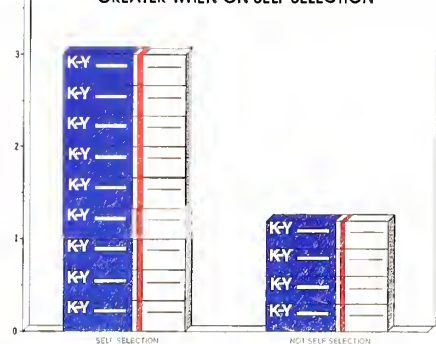
These tightly targeted groups are reached through various professional intermediaries who have traditionally recommended K-Y* as a simple solution to these sometimes painful problems — GPs, health visitors, family planning units, menopausal and well women clinics and magazine agony aunts are all asked for advice.

The K-Y* Information Service was established in 1988 to provide educational information to each of these professional recommenders. An increasing range of educational leaflets is being produced, the latest entitled "Menopause, your questions answered" was recently launched at an open forum on the menopause chaired by Dr Mike Smith of Radio 2, and attended by many agony aunts from the women's magazines.

Sampling of the product is also carried out on a regular basis through both GPs and health visitors via direct mail and offers in their professional publications. Take advantage of this comprehensive drive towards heightened awareness of the problem of vaginal dryness by offering your consumers the natural solution — K-Y* Jelly. It can easily increase your profitability!



KY JELLY 82G RATE OF SALE IS OVER 2.5 TIMES GREATER WHEN ON SELF SELECTION



SOURCE: NIELSEN SPECIAL ANALYSIS MARCH 89

This year we're really sticking our neck out ...



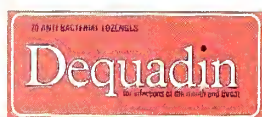
And it's costing us nearly £500,000 to do it.

*In an extensive press campaign "Knotty Nigel" will be working hard to persuade your customers to ask for new **Dequacets** by name. In addition, radio coverage will be promoting the Dequa range.*

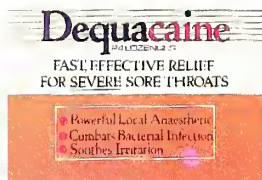
Place your order now via your local wholesaler or Evans representative.



When a sore throat comes with a stuffy nose.



For soothing all the family's sore throats.

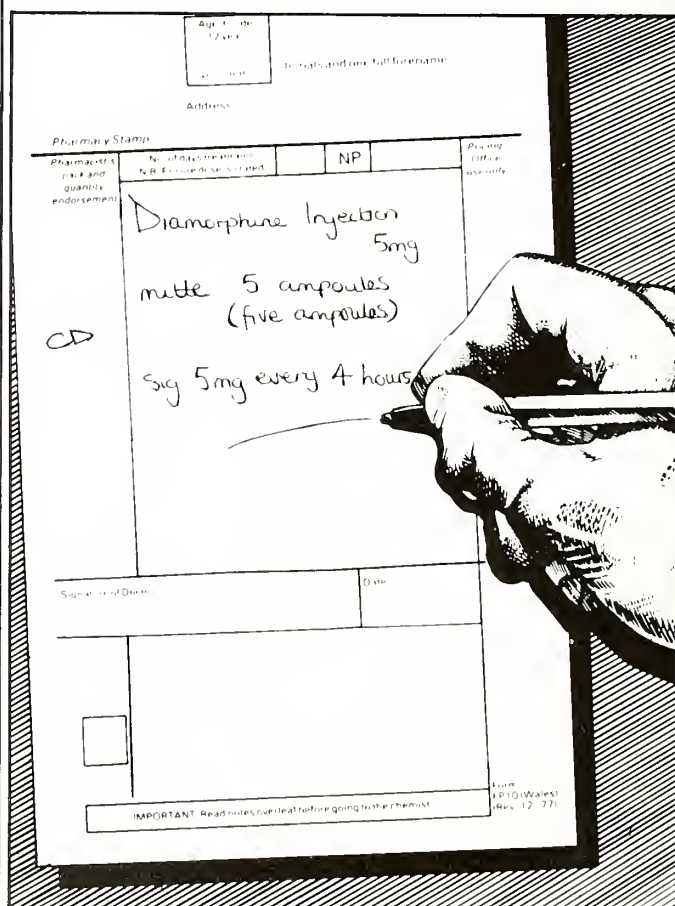


For severe sore throats.

EVANS - Keeping ahead of the competition

Q&A

The patient presenting this prescription will need some water for injections to reconstitute the dry injection. The Pharmaceutical Services Negotiating Committee explains how a pharmacist can help and what charges and fees are due.



QUESTIONS ANSWERS

1 The prescriber has not ordered a solvent to be supplied with the dry injection. Would the pharmacist be allowed to dispense the necessary water for injection.
2 The patient has to pay for the prescription. Should he/she be charged for the water for injection as well as the diamorphine injection?
3 What professional fees would be paid for the prescription?

1 Yes. If a dry injection which is not packed with a solvent is ordered on a prescription, a pharmacy may supply and be fully reimbursed for the necessary water for injection even if has not be specifically ordered.
2 No. The patient should only pay one prescription charge.
3 The fees for this prescription would be two graduated fees and a CD fee of 100p.

BUSINESS NEWS

Business observation

The second Store Observation Service compiled by Nielsen Marketing Research is due out this month. It is aimed at manufacturers of toiletry and medicinal lines.

The bi-monthly booklet gives a retail price, distribution and observational service on named pharmacy and drugstore groups. The data is derived from some 200 stores drawn from the Nielsen Retail Index Service.

Store Observation Service analyses reports on products visible to the customer and available for self-selection. Nielsen say this will be important to manufacturers of lines which may be relegated to pharmacy cupboards and drawers. Other analyses include measurement of pack facings, location of shelf, location in store, promotional displays and special offers.

The Service will be available to customers three days after the end of each reporting period. Prices of individual reports and the complete booklet are available from *Nielsen Marketing Research, Nielsen House, Headington, Oxford OX3 9RX. Tel: 0865 742742.*

Rhone-Poulenc profits leap

Rhône-poulenc have announced a 50 per cent increase in profits for the first half year to £243m, compared with £162m in 1988.

The company says that turnover grew by 10.9 per cent, on a comparable basis, with a turnover of £3,612m compared with £3,226m over the same period of 1988.

Each of the four business sectors of the company were said to have contributed to this substantial increase in profit margins.

Unichem still friendly society, 'but...'

Macarthy plc and others have failed in their attempt to have Unichem removed from the list of Industrial and Provident Societies.

However the Registrar finds that "there is a strong presumption that Unichem can no longer be regarded as a bona fide co-op". He has insisted that Unichem continue with their timetable that should enable them to become a public company in 1990 and that "the board does not take any other action which exploits the fact that it will remain registered".

The decision by the Central Office also insists that: "Unichem observes its undertakings to the Department of Trade and Industry and the Securities and Investment Board on advertising of shares in the society, and in all promotional and other material put to existing or potential members

referring to the potential value either of shares in the society or of shares in the successor company."

A spokeswoman for the Registrar said that in considering the case, the Registrar had taken the view that the interests of the members would be best served if the intended flotation proceeded. He considered it inappropriate to cancel Unichem's registration in the present circumstances.

It was indicated that should the flotation of Unichem not be completed to schedule, then the position of Unichem as a friendly society would be considered further.

Last week (see *Business News* p368) Unichem announced that the flotation proposal to "go public" would be put to the members at an extraordinary meeting on May 20 1990.

Euro-court upholds Sunday closing

The DIY chain B&Q have suffered a set-back in their application to the European Court claiming that UK's Sunday trading laws are contrary to Article 30 of the Treaty of Rome.

The rejection by one of the European Court's Advocate Generals is not final, but The National Chamber of Trade quotes European legal sources as confirming that the Court will uphold the Advocate General's "impartial and independent Opinion."

The NCT restates its view that it is in favour of reform of the law to allow shops to cater for recreation, emergency, social, travel and tourist requirements on a Sunday. However, it says it opposed to deregulation of trading hours leading to shop closures, exploitation of staff and

increased prices.

□ A new television poll, has shown overwhelming support for the legislation of Sunday trading with over 10,000 viewers phoning the poll, held by Oracle. Results show that 74% said that Sunday trading should be legalised.

Viewers were asked, "Should Sunday trading be legalised? More shops are now staying open on Sundays. Some believe shops should be allowed to open any time. Others believe Sunday are sacred. What do you think?"

The director of the Shopping Hours Reform Council, Roger Boaden, said, "This is the tenth major poll in the past twelve months showing support for change. How much more evidence does the Government need before it sorts this mess out once and for all?"

Base UBR on 1988-89 call

Little has been done to ease the impact of the new rating system according to The National Chamber of Trade. While welcoming the doubling of the lower threshold to £15,000 in London and £10,000 elsewhere, the NCT feels that the base of calculating the first UBR should be at the 1988-89 rating level.

The Chamber's director general, Bernard Tennant says: "The Government is spending £67m to help lower the rates on commercial premises in Scotland. Aid should be extended to England and Wales to cope with the impact of the UBR, coupled with the first revaluation in 16 years. It is not the fault of business that regular revaluations have been postponed and it is unfair to penalise them in the "catch-up" process, Mr Tennant says.

"The first UBR should be based at the 1988-89 rating level to counteract the built-in assumption of increased council spending for the next five years".

The valuation lists on which the new UBR will be based will not be published until the end of 1989, along with the UBR poundage.

Fines to go?

Small firms will be exempted from the penalties, but still subject to new laws on trade agreements say the Government, in a re-think on last year's Restrictive Trade Practices Act review.

The National Chamber of Trade had considered that the proposed legislation hindered the work of trade associations by taking in many innocuous agreements. The concession proposed would exempt parties having a combined turnover of less than £5m from any penalties, but not from investigations into alleged competitive agreements.

This concession will not apply to price fixing agreements including those involving resale price maintenance unless exemption has been granted.

Health and safety review

The UK has until the end of 1992 to bring its health and safety laws into line with the European Community framework directive adopted by the Council of Ministers on June 12.

In the coming months the Health and Safety Commission will be considering what proposals should be drawn up and publishing these for consultation.

The directive mirrors the existing Health and Safety at Work Act, but new regulations will be necessary where the directive is more detailed, or goes further than, the present law.

Evans boost production and sales

Evans Medical claim to have won their largest ever single export contract with an order for measles and BCG vaccines worth over £5m from UNICEF.

The company says it has also achieved a fourfold increase in the sales of vitamin products which includes a soft gelatin capsule of evening primrose. "We will continue to increase our share of the OTC market through direct promotion to retail pharmacies, without the burden of high profile advertising," say Evans.

Japan's drug firms look West

Japanese drug companies are said to be actively looking for acquisitions in the USA and Europe in the wake of the recent multibillion mergers in the pharmaceutical industry.

The Wall Street Journal sees these mergers making the Japan's home market more competitive, forcing the relatively small Japanese companies to look to Europe and the USA, to achieve economies of scale and international sales networks.

In view of the high cost of making such acquisitions the report sees the Japanese focussing on the small to medium-sized companies and the formation of new alliances and joint ventures worldwide.

Kingswood join Sainsbury in in-store ventures

Kingswood Chemists opened their second in-store pharmacy in a Sainsbury superstore in Leamington Spa on Monday, despite the lack of a dispensing contract. The company says they will re-apply.

The pharmacy is the second for Sainsbury and their second with Kingswood. Kingswood have been granted contracts in three other locations, but have not been able to open these "for varying reasons". Two contracts are for pharmacies within Sainsbury stores, and the third for one adjacent to a Sainsbury store.

The managing director of Kingswood, Ray Bray, says: "We are proud to have been chosen by Sainsbury to operate in-store pharmacies within selected larger superstores, subject to the granting of dispensing contracts. Both companies are hopeful that further openings will follow".

A Sainsbury spokesman told C&D that they were happy to

have Kingswood in-store. They try to select a retailer that complements their own operations, but consider all applications for sublets within their stores, he said.

The association of Kingswood and Sainsbury follows a trend among major superstore retailers, who opt for in-store pharmacies as a means to provide an additional service to their customers. Most of Asda's in-store pharmacies are owned by Moss Chemists, and most of Tesco's are owned by Sharp Chemists. Safeway, who have 43 in-store pharmacies, are reapplying for a contract for their pharmacy in Southwood, Hants (C&D, Aug 19, p264).

The first Kingswood in-store pharmacy was opened last month within a new Sainsbury superstore in Peterborough. Pharmacist John Finey says that prescriptions are increasing steadily as customers become aware of the pharmacy.

EC consults on product safety law

An EC General Product Safety Directive has been published as a consultative document which applies to all products including foods, medicines and medical devices. The Directive would prohibit the supply of unsafe products and cover products used at work as well as all consumer goods.

In announcing the publication of the discussion document, Consumer Affairs Minister, Eric Forth said: "In the UK there is already a well established body of safety law, but some of the detailed requirements are unwelcome and unnecessarily burdensome".

The consultative document is to be widely circulated to trade associations, consumer groups and other interested bodies and comments will be invited.

COMING EVENTS

Contractors conference

The Kent Local Pharmaceutical Committee is hold its first contractors conference on Sunday October 15 at the Great Dane Hotel, Hollingbourne, near Maidstone, commencing at 2.30pm.

PSNC's Mike Brining, will talk on current remuneration matters and David Homeshaw, general manager of Kent FPC, will give his views on the new FPCs and the White Paper proposals. An open forum discussion is planned.

Wednesday, September 13

Bath branch, RPSGB. Visit to Roussel Laboratories. Coach from Bath University at 6.30pm.

Advance information

Northern College of Homeopathic Medicine. "Homeopathic self-help classes", a cycle of 5-6 week courses which teach how to choose remedies for common ailments.

The classes, at Swinburne Street, Gateshead, start on September 11 from 7.30-9.30pm. The fee is £17. Details of this and other courses from Mrs K Gordon on 091-490 0276.

Smith & Nephew Pharmaceuticals are holding a meeting for optometrists and pharmacists in Stockport, Manchester on September 19. Dr Graham Hopkins will lecture on "The medical treatment of glaucoma". A buffet and wine will be

provided.

Details from Heather Thomas, on 04023 49333.

National Association of Health Authorities. "To Market, to Market: Contracts, Costs and Care", a conference at Regent's College, London on September 20. The keynote address will be given by John James, a member of the NHS Management Executive. Alistair Liddell, chief executive, East Anglian RHA, will chair the conference. The cost is £97.75 (NAHA members), £109.25 (non-members). Included in the price is a copy of NAHA's new publication "To Market, to Market". Contact Ann Mason on 021-471 4444.

The Society of Pharmaceutical Medicine. "Clinical development of anti-infectives — the challenge", at the Zoological Society of London on September 29. Registration fee: £35 (members), £50 (non-members) — includes lunch and refreshments. Details from Ms Elizabeth Richardson on 01-493 7825.

"Inhaler technique", a talk by a consultant physician and demonstrations by manufacturers, at Benenden Chest Hospital, Kent, on September 30 at 10.30am and 2pm. Details from Mrs Barbara Gray, on 0580 240333.

Lincolnshire LPC's 16th pharmaceutical conference, at the Petwood Hotel, Woodhall Spa on October 1 at 10am. Speakers are David Coleman, deputy chairman, PSNC on "Prescriptions, patients and politics" and John Gilmore FPC administrator on "The community pharmacist in primary care of the 1990s". Details from Keith Swann on 0522 794040.

Hoffmann-La Roche & Co Ltd. "Antioxidant vitamins and beat-

carotene in disease prevention", international conference at the Queen Elizabeth II Conference Centre, London, on October 2-4. Researchers will present their latest findings covering free radical formation and tissue damage, and the potential role of the antioxidant vitamins C and E and beta-carotene in the prevention of cancer, cardiovascular disease and cataract. Patrons of the conference are the British Nutrition Foundation, the Imperial Cancer Research Fund, the Royal Society of Health and the Society for Free Radical Research. Registration fee is £175. Details from The Conference Secretariat, on 0707 328128.

The British Association of Pharmaceutical Physicians. "The NHS review and its impact on pharmaceutical research" — a symposium at the Royal Society of Medicine on October 4. Registration fee: £55 (members), £75 (non-members) — includes lunch and refreshments. Details from Ms Elizabeth Richardson, on 01-491 8610.

National Office of Animal Health. "Poisoning in domestic animals", a seminar in the meeting rooms at the Zoological Society of London, Regents Park, on November 28. Details Miss Isobel Maltby, British Agrochemicals Association, on 0733 49225.

College of Pharmacy Practice/West Midland RHA. "Needle exchange seminar — how pharmacists can help", at the Queen Elizabeth hospital postgraduate centre, in Birmingham on October 29, from 10.30am-2.30pm. The guest speaker, Jeremy Clitherow, will answer concerns and queries based on his own involvement. Other topics will include HIV, AIDS and drug misuse. Buffet lunch provided. Contact Gill Synnott on 021-456 1444 ext 1341.

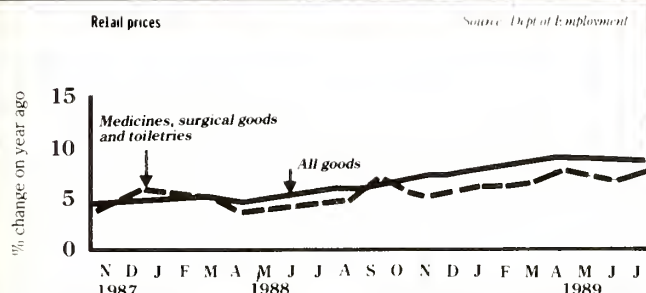
Sales set to rise 2.5pc a year to 1993

Sales of chemists' goods will have increased in real terms by an average 2.5 per cent a year between 1988 and 1993, according to business forecasters Staniland Hall Associates. But most of the increases will be far below the exceptional 9.4 per cent growth of last year. They predict that increases will slow further in 1990 and the following year, to an annual volume growth rate of only 1 per cent during 1992-3.

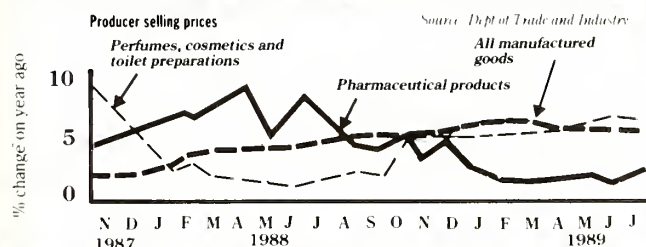
Their index of consumer confidence, which is based on Gallup Poll surveys, has now

declined for four successive quarters and is at the lowest level for more than three years. If past patterns are repeated, say Staniland Hall, confidence will bottom out later this year or early next. The forecast comes at a time when Chancellor Nigel Lawson's squeeze has clearly borne down on consumers, and is now hitting companies. Stockbrokers UBS Phillips & Drew believe that existing high profit margins will prevent an immediate crisis for most companies, but business

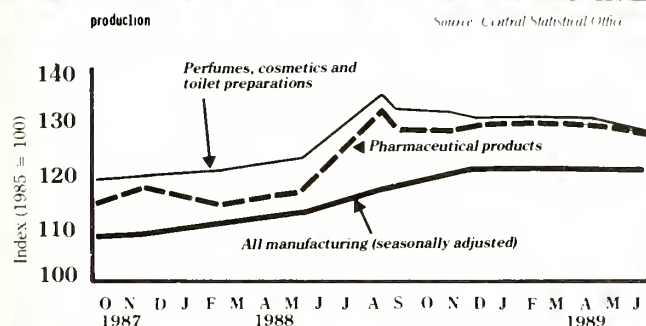
Chemists' goods price increases going up



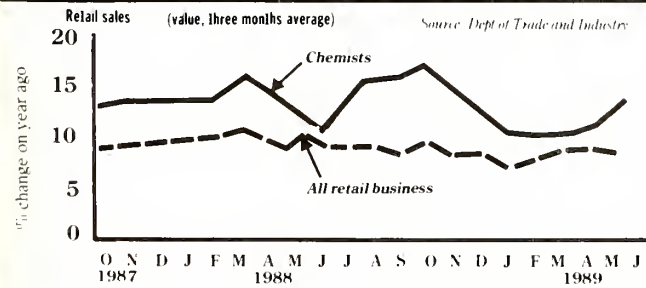
Manufacturers' price increases for pharmaceuticals gather pace



Production of toiletries, cosmetics rising



Retail chemists' sales growth rebounds



Prices and Costs

Retail prices (Jan 1987 = 100):

all items	Jul	115.5	115.4	8.2
chemists goods	Jul	115.8	115.0	7.2

Producer prices (1985 = 100):

manufacturing industry, excl food	Jul	120.2	119.8	5.3
chemical industry	Jul	116.9	116.6	4.8
pharmaceutical products	Jul	118.0	117.6	1.8
toilet preparations for men	Jul	135.1	135.1	3.7
other toilet preparations	Jul	119.1	118.8	6.4
surgical bandages, etc	Jul	129.4	129.2	5.6
photographic materials and chemicals	Jul	120.4	120.4	6.1

Average earnings* (Jan 1985 = 100):
distribution and repairs

May	133.6	136.9	8.4
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Output & overseas trade

UK Manufacturers' sales* (£m):

pharmaceutical products	Qtr 1	1218	1262	7
perfumes, cosmetics and toilet preparations	Qtr 1	350	413	10

Total Home sales* (£m)

pharmaceutical products	Qtr 1	1005	1036	5
perfumes, cosmetics and toilet preparations	Qtr 1	310	367	15

UK manufacturers' exports* (£m):

pharmaceutical products	Qtr 1	476	478	14
perfumes, cosmetics and toilet preparations	Qtr 1	85	119	-18

UK imports* (£m):

pharmaceutical products	Qtr 1	263	252	15
perfumes, cosmetics and toilet preparations	Qtr 1	45	73	-18

Sales

Consumer expenditure (£bn 1985 prices)

Qtr 2	66.0	65.5	5.5
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Retail sales* (value 1985 = 100):

all retail businesses	Jun	133	133	7
chemists	Jun	155	153	15

Business indicators

Average earnings index (1985 = 100)

Jun	136.7	136.1	9.3
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Stock changes (£m 1985 prices)

wholesalers	Qtr 2	93	-176	—
retailers	Qtr 2	281	-202	—

Unemployment (UK per cent)

Jul	6.3	6.3	-20.3
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Sources: Central Statistical Office, Department of Employment, Department of Trade and Industry.
All figures seasonally adjusted except where marked*

investment, stocks and jobs will be cut by next year.

Sales by chemists (excluding NHS receipts) increased in value by over 9 per cent in the period April to June, to reach a level 15 per cent above that of June last year. Remove the effect of price rises and this latest figure suggests that, in volume terms, sales were some 8 per cent better than a year ago. Seasonally adjusted total retail sales volumes in July were 0.6 per cent below the June level, and were below the average level in the first half of the year, according to Central Statistical Office estimates.

These findings are in line with the results of the latest CBI/FT distributive trades survey which revealed a slower year-on-year growth in retail sales than in any month since the survey began in 1983. Outlets selling furniture, carpets and textiles reported the most significant drop in business. Chemists, together with grocers and off-licences, were the least badly affected.

Meanwhile inflation fell slightly in July, coming off its highest peak in seven years to edge down to 8.2 per cent. The annual rate of price

increase for chemists' goods was 7.2 per cent, up sharply from 6.7 per cent in June. As high interest rates slow economic activity and start to ease inflationary pressures, City analysts expect that retail price increases could be around 6.5 per cent by the end of the year. Increases in factory gate prices have also eased, at an annual rate of 4.8 per cent in July compared with 5 per cent in June.

Wholesale prices of pharmaceuticals are 1.8 per cent above those of a year ago, after hovering around the 1 per cent mark for several months. Factory gate prices for perfumes and toiletries rose at a year-on-year rate of 6.4 per cent in July, the same as in June but accelerating from around 5.5 per cent at the beginning of the year.

The latest official estimates show that sales by the pharmaceutical industry increased in value by 6.6 per cent between the first quarters of 1988 and 1989, to £1,218m. During the same time exports increased in value by 13.3 per cent and imports were up 15.4 per cent. Imports of perfumes, cosmetics and toiletries declined by 18.2 per cent.

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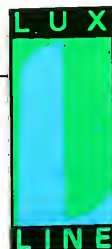
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ABOUT PEOPLE

Macarthy ask Green to go

Macarthy have asked Gerry Green to step down from his position as director in charge of the Group's pharmacies and as

First result of PSNC lipid study

Jenny MacVicker was the first pharmacist to complete the pilot stage of the Pharmaceutical Services Negotiating Committee's study on cholesterol testing, on Tuesday.

Launched three months ago, with a blaze of publicity, the study has attracted widespread media interest. Miss MacVicker of Green Chemist, Coventry was featured in this week's *Daily Telegraph* and has told *C&D* that she has found the whole experience very rewarding.

She has done 374 tests in three months and at first found it very hard work because she was doing up to 10 pre-arranged tests a day, but has since reduced the number to about 4-6. The service can be cost effective and financially viable she says.

Early analysis of the results indicated about a quarter of patients had high levels, above 6.5mmol/L and were advised to see a doctor.

She advises those thinking of offering the service to "make sure you know what you are talking about" and liaise with local dieticians and biochemists. But those of you who may be shrinking violets beware. After three photo sessions and countless interviews, says Miss MacVicker: "If I had known at the beginning how much publicity there would have been, I probably wouldn't have done it."

superintendent pharmacist of Savory & Moore's 179 branches.

Mr Green told *C&D* that when he returns from holiday later this month he will be discussing his future with various colleagues in the industry who had expressed interest. He was also contemplating getting involved in direct ownership of a pharmacy.

Macarthy were unable to

comment further this week.

Safeway have been advertising for a superintendent pharmacist to replace Richard King who has resigned following relocation of the head office.

The company says it is planning to add to its 43 in-store pharmacies with its "ambitious expansion programme setting a tremendous pace."

APPOINTMENTS

CPL Group Ltd have appointed Stephen Basgallop as group export sales executive. He will be responsible for selling CPL products into Africa, the Middle East, and Europe.

Gretag have appointed Dr Eduard M. Brunner as head of the photo division, at the company's headquarters in Regensburg.

Crookes Healthcare have appointed Andrew Portsmouth as product manager on Strepsils and Karvol. He joins from Rowntree Mackintosh, where he was assistant brand manager.

The British Importers Confederation has appointed Christopher Starns (26) as its secretary. He has a degree in political science from Birmingham University, and joins from freight forwarders Hellman International where he was working on China and Far East development.

JLA Marketing have appointed Derek R. Blake as a sales and marketing consultant, adding a sales management and trade marketing resource to the company. Mr Blake joins from Inecto, and has held senior sales positions with Sterling Health and Intercare.



Unichem staff from the Livingston branch have raised £250 for Leukemia Research. The team often entered the charity competition, organised by Unichem member Ann Marie Docherty of I. Monaghan Ltd, with seven other teams from local pharmacies. Events included egg catching, pillow fighting, obstacle races and five-a-side hockey. From left to right are John Fox, branch operations manager, Brian Herron, branch general manager, Shirley Carnegie, chairman of Glasgow District Leukemia Research and Ann Marie Docherty

The pharmacy family way

The inhabitants of Colyton, Somerset have the choice of two pharmacies, but must shop with the same family since Kevin Budden took over the pharmacy in the market square. Kevin is the son of Colin Budden who owns the other pharmacy in Queen Street.

The change occurred when Richard Dyke decided to sell out and Kevin was able to purchase the pharmacy some two miles away from that of his father. Kevin is assisted by his wife Keren, who is the daughter of the local GP. All a matter of keeping it within the family!

Shugborough update

AAH Pharmaceuticals will be linking with Childline to stage a charity balloon race tomorrow (Sunday), at the regional family fun day and trade fair at Shugborough Hall (*C&D*, August 12, p253).

There will be a prize of £25 for the person whose balloon is found the furthest distance away from Shugborough, and £25 for the person who finds it.

A free prize draw competition will also take place in the Childline marquee. For tickets to enter Shugborough, contact Erica Mace on 0928 717070.

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